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NOVEMBER 1953

TV Buying Tips
Reach Salt Lake City Consumers



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Ear to the Ground

• Plans for 1954 are being made. In the January issue Director Ferguson and key division heads will look into the future of Extension as it shapes up in the national budget and congressional committee hearings.

Should county extension agents give more personal service to farm families? What about the problem of fitting together the complex factors which make for successful farming and rural living on a specific farm?

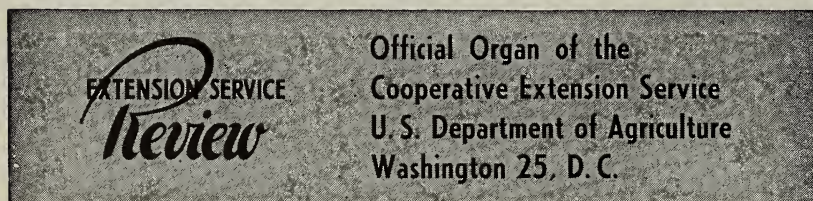
On the other hand, everyone is talking about mass media and finds in it great opportunity for reaching many people. What can these methods offer an agent? How are they used to best advantage?

Should extension work in marketing and public affairs be expanded? What is the place of youth on the extension team? These are just some of the questions to be discussed in the New Year's issue.

• The February issue will feature training for extension agents and March, program planning. That these subjects may be adequately and practically treated, two committees are already working on them. Any suggestions on topics to be covered, or contributions, will be welcome.

• Variety is the Keynote of the December issue: A successful brucellosis campaign; operation "Treeville"; a quarter of a century of home accounts; and a Boston radio survey, "So you think only farmers are listening" are included among the articles.

• 4-H Achievement Day plans brought to our attention a resolution passed by the Georgia House of Representatives. It extends congratulations particularly to the 14 national winners from the State. Two of the legislative "Whereases" impressed me: "WHEREAS, these outstanding boys and girls through their significant farm and home achievements have brought outstanding honor and recognition to their native State," and "WHEREAS, it will bring in the future a balanced and profitable agricultural foundation for the people of this State." This sounds as if Georgia youth had a really important mission.—C.B.A.



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Extension's Job in Marketing

As Others See It—

Excerpts from *Strengthening American Agriculture Through Research and Education*, published by the U. S. Department of Agriculture, which summarizes the suggestions and recommendations that have come to the Secretary.

THE LONG-RANGE needs of American agriculture are to reduce costs, to improve quality, and to expand markets. The sound approach to every one of these needs is through research and education.

The Cooperative USDA - Land - Grant College system of research and education is the traditional and logical means of doing this job. But if this system is to meet the growing demands of modern agriculture, the system itself must grow. It must recognize the needs and develop plans and programs that adequately meet these needs.

Development of an adequate research and education program for agriculture must go beyond promoting efficient and balanced production. It must find ways to improve marketing of agricultural products, if it is to serve the interests of farmers and all the people.

A wide range of opportunities for improving the efficiency of our marketing system falls in the field of applied research and technical assistance and training. An expanded marketing program should logically provide an on-the-spot problem-solving service. But, as in production, the marketing program must be continually supported by basic research.

Liaison Service

As a counterpart to the extension program for carrying production research to farmers, we need a greatly expanded technical liaison service between research and industry. Specialists in processing, manufacturing, and distribution would provide a two-way channel of needs and ideas based on marketing and utilization research and on the problems encountered in factories and markets.

if we have weakness in one of the others. For example, the efficient production of high-quality farm products will not result in maximum returns and utility if economical transportation is not available or quality is destroyed through improper handling in marketing channels before reaching consumers.

"The Agricultural Extension Service recognizes its responsibility for a complete and balanced educational program in marketing. In order to bring about the greatest efficiency in utilization and distribution of farm products, the present educational program in marketing will have to be greatly expanded.

"A big job still lies ahead if Extension is to approach the goal of the Agricultural Marketing Act of 1946 of doing as good a job in marketing education as has been done in production.

"The magnitude of the task to be done is suggested by the large number of people in the three groups to be reached: 5 million producers; around 2 million handlers and operators who perform various services in the channels of trade, getting farm products from producers to consumers; and nearly 160 million men, women, and children who are ultimate users in the country. This represents about 44 million families who are in the market almost daily.

"Marketing accounts for more than half of the costs to consumers for the agricultural products they buy. It is in the public interest for Extension to conduct educational work with all groups engaged in the handling of farm products.

"To date only a few of the more urgent needs for marketing educational work have been met. Much remains to be done if we are to meet the challenge of more adequately reaching our 5 million producers, 2 million handlers, and 44 million families in the United States. Extension has the basic organization and the know-how to do the job but needs more adequate financing and staff."

As We See It Ourselves—

Excerpts from an appraisal of Extension's marketing job made by the Extension Marketing Committee under the chairmanship of Director L. A. Bevan, New Hampshire.

"EXTENSION'S responsibility for marketing begins with the care and handling of agricultural commodities from the time they are produced and continues until they are used by consumers.

"Extension's objective in marketing is to raise the level of efficiency with which farm products are distributed from the farm to the consumer as a parallel to its objective

of raising the level of efficiency with which farm products are produced.

"We like to visualize production and marketing of any farm product as a twofold problem involving a chain of many links. These links reach from the beginning of the production process to the time the consumer actually utilizes the product. We cannot obtain the full benefits of strength in any of these links

Feeder Cattle Sales

Teach *Improved Methods*

JAMES W. REYNOLDS
Livestock Marketing Specialist
Missouri

WHEN 80 Missouri farmers got together and held an organized feeder calf sale at Unionville, Putnam County, in the fall of 1939, they started something that has spread over the State and Nation. Why did these north Missouri farmers want to sell their 426 feeder calves in an auction that they would supervise themselves?

The farmers wanted a better price. The Missouri Agricultural Extension Service recognized an opportunity for this to be a demonstration sale to show in dollars and cents that good breeding and good feeding pay. It would be a valuable teaching tool for the extension program in livestock production and marketing, particularly in the beef cow herd-improvement program. Many producers had failed to obtain full and equitable prices for their cattle because of the small number produced by most farmers, lack of adequate sorting and weighing facilities, distance from central markets, lack of familiarity with other available markets, and lack of know-

ledge of grades and current values. Also, inherent in this situation were the higher procurement costs and less uniformity in the cattle that feeder buyers obtained.

Each year since the first sale in 1939, more and more counties have organized feeder calf sales, built their own pens and other facilities. The county livestock association is incorporated under the Missouri Statutes for Non-profit Agricultural Marketing Associations, with charter and bylaws. Each association elects a board of directors and officers annually, and every consignor to the sale is an active member. The county agent acts as an ex-officio member in an advisory capacity.

All cattle consigned to the sales are fresh from the farm on sale day. The cattle are sorted into uniform groups according to breed, sex, type, quality, and condition under supervision of Missouri Agricultural Extension Service personnel. All cattle are sold at auction by the pound.

Last fall, 37 county associations held 53 sales with nearly 4,200 producers consigning more than 50,000 feeder cattle. These cattle were sold to some 2,200 buyers for a total of

more than 5½ million dollars. Average weight of all calves was 495 pounds. And average price per hundredweight was \$22.51.

It is important to note that the number of cattle consigned averaged 12 head to each producer, and the number of cattle purchased averaged 23 head per buyer. The feeder calf sales have helped the small producer. He gets his calves into uniform lots as to grade and quality, and, in addition, in size of lots desired by buyers. Each producer can compare his calves with others, and see how his calves grade and sell in comparison with his neighbors' calves. He can witness first-hand the reward for following recommended practices such as dehorning and correct castration. He can see the "bloom" and condition, the heavier weights of calves raised on improved pastures, and the better type and quality calves from using better beef bulls.

These sales are valuable as an educational method in bringing to the producers' attention the value of producing feeder cattle of high quality. More important, the sales demonstrate the desirability and practicality of these sales.

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Last year's 53 feeder calf sales—found type and quality improving.

Hints for Salt Lake City Consumers

MRS. BEATRICE S. TANELIAN
Extension Agent for Consumer
Education, Utah

SALT LAKE CITY consumers ask for help on many types of food problems. The metropolitan area, with a population of 182,121, is located in the heart of what was until recently a purely agricultural valley. But now the suburban areas contain copper mining and processing plants to the west, large defense installation in the southwest, steel mills in the south, and oil refineries and more defense installations to the north. The wives and families live in the city and the bread-winners commute to and from work.

This mountain valley is productive during a short growing season, but much of the perishable food supply is shipped in during the remainder of the year. And, with the exception of canning and sugar factories and flour mills there is little local food processing.

Two newspapers—one morning and one evening—are published in Salt Lake City. They have a combined circulation of 187,104 which extends into 7 of our neighboring States. There are 5 radio stations and 2 television channels in the city that also reach into the borders of surrounding States, particularly on the north and east.

This was the situation which faced me as a new consumer agent.

The first mass media used to get food marketing information out to the urban consuming public were the newspapers. When I gave the editors the story of my appointment, November 16, 1951, I also asked for space in the women's section of the papers and submitted sample articles. Since that time the morning paper has published a weekly "best buy" article under my name and title in the women's section which comes out each Friday morning. The food editor of the



Six months of telecasting "Marketing Hints" have brought favorable comments from viewers in Utah, Idaho, and Wyoming.

evening paper uses the information furnished her whenever it is opportune and she quotes the Extension Service as her source.

The next contact was with the radio stations. The Salt Lake City CBS station has a popular daily live "food and people" program that has been on the air for 7 consecutive years. Visiting the director of home programs at the station after one of her broadcasts I was invited to appear as a guest the following week. Now, as a regular guest the first week of each month, I review foods that will be in plentiful supply during the current month, where they come from, approximate cost, how to buy and use them, and interesting items concerning their production, processing or marketing.

The director of this same program has a "market basket" feature on Fridays when she uses information furnished by me. She always quotes the Extension Service as her source of information.

The success of the radio programs

can probably be measured by the fact that the radio station has asked me to prepare this same type of program for a weekly 15-minute presentation.

Another means of reaching individual consumers is a weekly one-page mimeographed release containing information concerning the week's good food buys, based on price per serving; price and supply changes from week to week; a recipe and a menu featuring one or more of the week's "good buy" items; tips and announcements of consumer information activities to be carried on through the week. This sheet goes to individual consumers on request—and to nutritionists, other professional home economists, nurses and social workers, radio and television stations. Originally this mailing list consisted of requests received as a result of talks and demonstrations given to civic, social, student, church, and professional groups. It is subject to con-

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Extension workers checked the quality of tomatoes.

Vegetable Marketing Demonstration

LLOYD H. DAVIS

Associate Professor of Marketing, New York

VEGETABLE PRODUCERS in six counties of the "capital district" of New York State are learning the value of careful grading and packing by observing and participating in a unique marketing demonstration.

In the six-county area centered on Albany there are hundreds of vegetable farmers, producing for fresh consumption by the millions of people in eastern New York and parts of nearby New England. Local producers have seen shipped-in vegetables sold in local markets in increasing volume during their producing season, and these shipped-in vegetables frequently sell at higher prices than their own. County agents, marketing specialists, and the more observing farmers have understood this situation. They have known that vegetable production and marketing are parts of a very competitive and ever-changing

business. The far-from market producer must offer a high quality, highly standardized product in order to attract distant buyers. Only his better products ever reach distant markets. Buyers of large quantities like the standardized product available in large quantities in containers that "ship well."

Each nearby producer can handle his own selling, grading, and packing. There are ready markets at hand for the lower grades that are in any field. While a few larger, more specialized local growers pack to U. S. grades for large buyers, the great majority do not. There are nearly as many "No. 1 packs" as farmers packing. Standardization is only by accident. To assemble on the regional market a load of tomatoes, peppers, or cucumbers graded to the same specifications, packed in similar containers is next to impossible. Little wonder local pro-

ducers have been losing markets. This problem, found in many other areas, has been recognized by the county agents of the "capital district." In spite of years of education, there has been little change in marketing practices to keep pace with changing conditions.

Midwinter in 1953 a group of county agents and vegetable producers from six counties met with the extension specialist from Cornell, representatives of the regional market, and the State Department of Agriculture to see what might be done. A producer asked, "Why can't Extension demonstrate marketing practices just like you demonstrate the value of modern production practices—fertilizer, seed mixtures, and new varieties." Why not indeed? A plan was born. A regional committee was formed to conduct marketing education on a regional basis. "Pete" Welling, a producer from Albany County, was elected chairman and "Norm" Kidder, county agent in Albany County, became the committee secretary.

Tomatoes, one of the more important vegetables in the area, were recognized as a difficult crop to market. Most farmers were packing in 3-peck baskets, a container that is difficult to load, doesn't ride well and is not used for tomatoes in other nearby markets. Early-season tomatoes produced here are bought mostly by buyers from within a hundred miles of the regional market. Later in the season there is considerable shipment to other metropolitan markets. Buyers had complained of the package and a lack of standardized grading. Distant buyers and those willing to pay for a product of uniform good quality seemed to have been less numerous in recent years. Some growers have sold only their poorer grades on the regional market. Many have made little effort to separate tomatoes according to quality, offering a mixture of all salable tomatoes. Each farmer, packing as he was accustomed, was equally certain that his was the best way for his crop and his buyers. Few had experience with other marketing practices, and information to guide farmers in selecting the most profitable practices was scanty. Some pro-

(Continued on Page 205)

Extension Teamwork in Grocery Store

ROBERT R. CHESNUTT
Agricultural Editor, Alabama

IN THIS DAY of self-service food shopping the attractive, well-displayed products are the ones that find their way into Mrs. Housewife's grocery cart.

For this reason a three-way team composed of county agents, retailers, and distributors is at work in Alabama to improve the eye-appeal of products in local stores.

Key man on the team is the county agent. He not only acts as something of a liaison between farmers and distributors, but also disseminates his information through classes and schools for the men who present the products to the public. The agent, more than anyone else, is in close touch with the farmers who grow the foods. He knows the best possible markets for the foods they have for sale. He is familiar with consumer demands, trends in population, trends in eating habits, and the ways in which all these factors can be combined to make more profits for both producers and sellers.

Merchandising Studies

Armed with this information, the agent calls together groups of retailers for merchandising schools. Austin Ezzell, distributor marketing specialist of the Alabama Polytechnic Institute Extension Service, serves as principal instructor. He gives the retailers up-to-the-minute information about handling food products after they reach the store.

At present, these retailer schools are divided into two types. Fruit and vegetable sessions are daylong affairs with a maximum enrollment of 20 retailers. The number is lim-

ited so that each "student" can receive individual attention on his particular problems. Moreover, since the group actually builds an ideal produce counter display during the session, a large class would mean far less participation by each individual. Instruction covers buying, handling, and storing to prevent losses, preparing for display, displaying, pricing, and general merchandising ideas.

The second type of school offers instruction on merchandising milk and milk products. These sessions last only 3 hours, and because they are largely discussion-demonstration meetings no limit is placed on enrollment. Such visual aids as a model display, color slides, slide films,

and flannel-board charts are used to provide information designed to help retailers solve pressing merchandising problems in the dairy department.

Results of these schools have been phenomenal. Some retailers have reported a volume increase of as much as 100 to 150 percent. Others are more conservative in their estimates, but all report favorable consumer reaction.

Another important yardstick in measuring the value of this work is the improvement of relationships. County agents are able to count retailers who attend schools as star players on the marketing team. Then, too, the agents find that wholesalers are much more interested in programs that help sell more foods than in those that look to the wholesalers only when a market is needed for surplus farm products.

Briefly, it's good Extension Service team play to find retailers willing to listen to the county agent explain how to sell more products, and, in turn, willing to help develop local production of foods they need to sell in their stores. And the agent finds it a lot easier to plan a successful program for food growers when he knows that all involved are working toward the same goal of better marketing.



Market information to help in making the family food purchases is welcome.

To Identify the Meat-type Hog

ROBERT McCORMICK, County Agent, Clinton County, Ohio, and
W. H. BRUNER, Swine Marketing Specialist, Ohio

THE OHIO Swine Marketing Improvement Program, is designed to encourage commercial hog producers, marketing agencies, and processors to identify and market meat-type hogs. Developed by a State advisory committee, it includes representatives of livestock marketing agencies, the Ohio Swine Breeders and Feeders Association, the Ohio Swine Improvement Association and the Agricultural Experiment Station, Extension Service, and College of Agriculture of Ohio State University.

One of the main teaching methods used in developing the program is the use of demonstrations.

Fifty-six live and carcass grading demonstrations have been conducted in 27 counties between January 1950 and August 1953. These demonstrations assisted hog producers, county agents, vocational agriculture teachers, processors, and livestock market men to develop a better understanding of type, weight, and finish of live hog that will yield a carcass high in primal cuts of quality pork.

In the demonstrations a refrigerated truck displayed half carcasses and commercial cuts. The meat laboratory of Ohio State University, and processors assisted with demonstrations. As a result, livestock marketing personnel have received training which enables them to live-grade similar weight hogs for quality.

The Clinton County Swine Improvement Committee was developed primarily because of the need for action in producing and marketing a meat-type hog. The committee was set up by the livestock League, a coordinating body of all livestock interests in Clinton County in February 1947. Two committeemen from each township were selected for the county swine improvement committee.

The "on the hoof" and "on the hook" demonstrations started in Clinton, Madison, Butler, and Preble

Counties during February 1950 in cooperation with the Ohio State University meats laboratory. Committee members selected hogs they thought would grade 47 percent of live weight in the primal cuts. Through these demonstrations, farmers were convinced that market men could select live hogs by grade fairly accurately.

Truck-lot grading followed the individual grading demonstrations. The first demonstration conducted by the committee was on September 4, 1950. Seven Clinton County farmers furnished 119 hogs for this demonstration, and these were sent to the Shen Valley Meat Packers in Timberville, Va.

Results Reported to Committee

The packer slaughtered the hogs in the truckload separately and reported results to the committee. This program was carried on through the Producers Livestock Cooperative Association. Eighteen Clinton Coun-

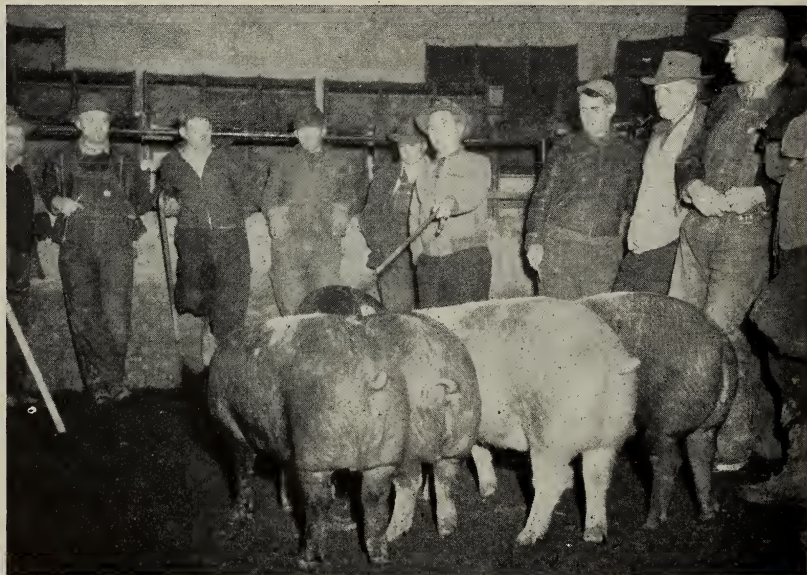
ty Swine committeemen made the trip to Shen Valley Packing Plant to see the hogs after they were killed.

From the truck-lot demonstrations the meat hog program in Clinton County progressed to live grading once a week. The total market now is grading twice a week on Mondays and Fridays.

Acceptance of the program is indicated by the fact that the majority of the hogs come to market on Mondays and Fridays. In 1952, Clinton County marketed 25,758 head through the meat-type hog pools.

No. 1 meat-type hogs have been sold at 50 cents a hundredweight more than the daily market quotation on grading days.

Such hogs have good body length and conformation. They should yield 48 percent or more of live weight in the four trimmed primal cuts (skinned ham, trimmed loin, trimmed belly, and New York shoulder). Meat-type hogs are found in all the major breeds.



In 1952, Clinton County Marketed 25,758 head through the meat-hog pools.

Action and Education Applied to Cotton

LONG BEFORE 1946, cotton farmers in a 250-mile radius of El Paso were producing high-quality lint, which, instead of receiving a market premium, was actually penalized in trade circles. USDA tests showed that this cotton was superior in spinning performance—uniformity, length, strength, maturity, and fineness of fiber. But when it reached the mills, “El Paso cotton” didn’t live up to the tests results.

The mystery was solved when it was discovered that a lot of inferior cotton from other areas was being shipped into El Paso and then re-shipped as “El Paso cotton.” This practice of substitution had become so great that buyers had no confidence in the authenticity of the product they were buying and reduced their prices accordingly.

Cotton farmers called for help and got it. Extension specialists at New Mexico A. and M. College assisted the State crop improvement association in organizing a cotton association to represent farmers in the tri-state area—New Mexico, District 6 of Texas, and eastern Arizona. With RMA funds, the New Mexico Extension Service established a cotton marketing project, whose chief objective was to insure identification of El Paso-area cotton for variety, year, and place of origin. A full-time cotton marketing specialist was appointed to push the necessary educational aspects of the program.

First of all, an “air-tight” bale-tagging system of lint identification was devised. Only cotton grown from certified seed was eligible for tagging. A single, combination tag eliminated the need for three separate tags—the gin tag, the Smith-Doxey classification tag, and the certification tag—in one-variety communities.

A portion of this tag is buried deep inside the bale when it is ginned, thus discouraging any substitution of tags on the outside of the bale.

This tagging system has been the basis for the success of the lint identification project in the El Paso area. But it took a lot of educational work to get sufficient participation by farmers in the program, to insure recognition by the trade. County agents, extension specialists, and the 1517 Cotton Association (named after the most common variety of cotton grown in the area) pointed out the advantage of the program at meetings and in news releases, exhibits, and radio talks. The Cotton Caravan—a traveling “roadshow” featuring exhibits and talks by authorities in the various phases of production and marketing—toured

the cotton counties of New Mexico.

Let’s look at some of the accomplishments of the program. The number of bales certified has climbed from 25,000 in 1947 to 225,000 in 1952. In this same 6-year period, 687,000 bales were tagged at a cost of only \$68,700 (10 cents a bale) to the growers. Total increased returns for higher premiums from 1947 to 1952 amounted to \$44,000,000—or \$640 for every dollar invested.

Extension Cotton Marketing Specialist Marshall O. Thompson is now working toward increasing the number of one-variety cotton communities. With the cooperation of the New Mexico Crop Improvement Association, a planting seed increase program has been worked out whereby foundation seed will be allocated to gin communities, where it will be increased by the farmers themselves. The following year, the community will have enough certified seed to supply its needs at a price comparable to oil mill prices.

That’s the way that New Mexico’s lint identification program is working today. And what works well on a small scale in New Mexico and adjacent areas can be carried out successfully throughout the Cotton Belt—to the benefit of the entire cotton industry.



At the annual cotton caravan, New Mexico cotton farmers discuss their common problems of production and marketing. Here, John T. Stovall (second from left), administrative officer of the 1517 Cotton Association, tells farmers about the advantages of lint certification.

MARKETING

Challenges Extension

J. F. ROSBOROUGH, Extension
Horticultural Specialist, Texas

ABOUT 5 years ago, 26 east Texas counties requested that the Texas Agricultural Extension Service assign a fruit and vegetable marketing specialist to do full time work in that area. As a result, the headquarters of the writer were moved from College Station to Tyler.

This east Texas area produces large quantities of vegetables, fruit, and berries. Upon arrival, the writer found that most marketing activity was on a single community basis.

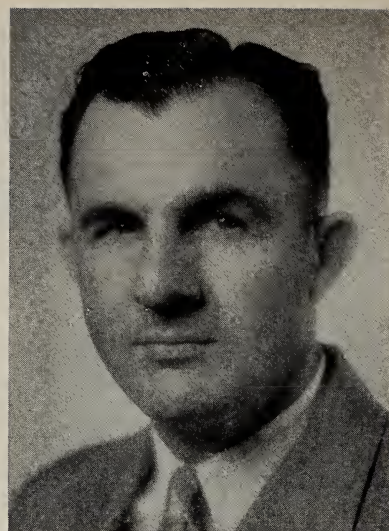
The horticultural marketing specialist and county agents, working with various agricultural and civic groups and agencies, have aided in directing the marketing trend toward multiple commodity markets.

As a first step, the county agents helped organize the producers into associations through which the business and educational programs could function. Regular meetings are held, with the marketing specialist and the county agents attending. A special effort is made to have the buyers meet with the producer associations early in the season. The marketing

specialist supplies information on the current crop outlook, planting trends in the immediate and competing areas, improved handling methods, and attempts to maintain good working relations between the buyers and the producers.

Since this program was started, many single commodity markets have changed over to handle several commodities.

Jacksonville, Tex., has had a tomato "deal" for about 40 years. The prosperity of the farmers, and to some degree that of the bankers and merchants, depended on whether the yield was high and the crop brought a good price. Through the efforts of far-sighted businessmen, the chamber of commerce, and farmers, money was raised to build and operate a farmers' market at Jacksonville. Farmers within 50 miles of Jacksonville also now are growing sweet corn, beans, cucumbers, peppers, peas, squash, cantaloupes, watermelons, sweet potatoes, and fruits of various types. The production program is planned, and printed copies are placed in the hands of all



J. F. Rosborough

farmers. Good cooperation exists among the market manager, the market advisory committee, the representatives of the Extension Service, and the farmers.

At Jacksonville, there is a small service charge of 5 to 10 cents per bushel for the products handled. With reasonable volume, this service charge will liquidate the building costs and pay the manager's salary. Last season 8,000 bushels of peaches were handled through the Jacksonville market with a service charge of 10 cents per bushel and returned \$800 to the market. With a normal peach crop next year, the market should move twice as many peaches as it did during its first year of operation.



4-H Conference— Hawaiian Style

SABINE EHLERS
Extension Editor, Hawaii

PLANES filled with excited 4-H delegates winged their way across the Hawaiian skies. They were bringing 4-H'ers from the neighbor islands of Hawaii, Maui, Lanai, Molokai, and Kauai to the University of Hawaii campus on the island of Oahu, where Honolulu is located.

These 4-H boys and girls joined those on Oahu to make a total of more than 150 4-H members attending the annual 4-H Ahaolelo, the Hawaiian word for conference. A full week, from August 9 to 15, of study groups, demonstrations, contests, tours, and topnotch speakers, as well as time for fellowship and recreation made a memorable experience for the delegates.

This year's conference, the 7th post war 4-H Ahaolelo, was more important than ever, not only because it marked the 30th year of 4-H work in Hawaii, but because it showed great development in the leadership ability of the 4-H delegates.

Every committee, as well as each event, had a 4-H'er as chairman. It was the members' conference and they ran it ably.

The large group of delegates and their leaders were housed in the modern women's dormitory building on the campus, and ate their meals in the university cafeteria. The conference came at the close of the summer session so that the campus was free of students, and the 4-H'ers took over.

One of the most dramatic events of the conference was the group's visit to Washington Place, the home of Hawaii's Governor and Mrs. Samuel Wilder King.

The young people came bearing gifts of fruits, vegetables, and other agricultural products grown on their respective islands, and presented them to the alii (ruler) and his lady.

Wonderful cooperation on the part of the press brought many interested people to the events that were open to the public. One such well-attend-

ed event was the 4-H Ahaolelo Dress Revue. More than 50 boys and girls modeled clothes depicting attire suitable for 4-H functions throughout the year.

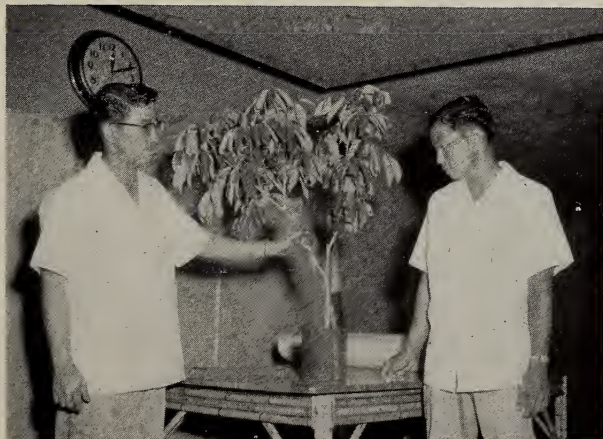
The show was titled "A Calendar of Fashions," and the pages of a huge calendar in the background were turned by a 4-H member. Each month had its special 4-H event and the clever commentators, Amy Murakami and Tokuo Tani, kept the audience laughing with their amusing remarks.

The December models brought the most applause. They represented clothes worn by party-going 4-H'ers, and showed girls of Japanese, Chinese, Korean, Filipino, Hawaiian, and Caucasian backgrounds modeling their native evening clothes. The beautiful girls with their escorts made a colorful scene.

The climax of the conference came at a luau (Hawaiian feast) when the 4-H'ers received their awards and officers were installed. It was at this closing dinner that Baron Goto, associate director of the University of Hawaii's Agricultural Extension Service and main speaker of the evening, called this year's gathering "the most excellent in 25 years."

John L. Stormont, associate specialist in club work, and in charge of this year's Ahaolelo, feels that the 4-H'ers in the Territory of Hawaii are making great strides in leadership and performance. He sees fine things ahead for 4-H work in the next quarter century.

Thomas Uesugi and Donald Inafuku of West Oahu putting on their demonstration.



Congratulations for Mollie Jojima and Sally Iida, winners in a home economics demonstration.



Two States Cooperate To Give Consumer Food Service

JOSEPH S. SHELLY

Extension Specialist Consumer Education and Marketing,
West Virginia

A 700-POUND STEER grazing on one of West Virginia's greener hills is of little value to a consumer in Wheeling. That steer must be transported to a feed lot where the animal will be finished to a weight of about 1,000 pounds. Then the steer will be taken to a stockyard and from there to a packing house. From there the carcass, which will weigh about 580 pounds, may go to a branch house or wholesaler. Now this carcass is sent to a retailer, who, after cutting and trimming, will be able to sell about 480 pounds of retail cuts. The feeder may have received 25 cents a pound for the live animal; the retailer may have paid 42 cents per pound for the carcass. The housewife may have paid 85 cents for a pound of steak or 40 cents for a pound of ground beef. The producer asks, "Why didn't I get

more for my animal?" and the consumer asks, "Why did I have to pay so much for my meat?" These are but a few of the questions and problems associated with agricultural marketing.

Getting answers to such questions as these is part of the consumer education program in marketing, a co-operative program conducted by the Extension Services of West Virginia and Ohio State Universities and the United States Department of Agriculture, serving eight counties in the Wheeling, W. Va., and Steubenville, Ohio, area. The program represents a slightly new venture in that it is primarily directed at the nonrural consuming public.

The objectives of the program were originally established by the county extension workers in the area at the time of the program's incep-



Consumer's actions at the counter are reflected back to the farm.

tion. They were: First, to inform consumers on the market situation and trends that they may assist in the economical movement of farm products, particularly perishable foods from producer to consumer; second, to promote utilization of products in abundance by teaching consumers new methods of preparation and preservation; third, to improve the nutrition of consumers by teaching the selection and use of protective foods; fourth, to inform producers about consumer preferences.

A weekly release giving timely information on availability, price selection, use, care, and marketing of food is sent to county extension workers, food handlers, radio stations, newspapers, and teachers.

Radio and television facilities, as well as newspapers, are used extensively in disseminating food-marketing information throughout the area. Visual materials describing the production and marketing of food products have been prepared for use with consumer groups.

The policies guiding the program are determined by a supervisory committee composed of State administrative staff members from the respective university agricultural extension services. The extension workers from the eight-county area make up the advisory committee. This committee meets annually to evaluate the program and make recommendations for its operation.



Director J. O. Knapp of W. Va., (left), and Alice King, Asst. State Leader, Home Demonstration Work, Ohio, highlight consumer marketing problems on the Tri-State Farm and Home Hour, with the help of Joseph S. Shelly (center).

Feeder Cattle Sales

(Continued from page 196)

ability on a graded basis. Type and quality are improving. An indication of the improvement in the type and quality of the calves in these sales is the fact that 70 percent of the calves in the Unionville sale sold in 1951 for \$40 per hundred and above. This was the 12th annual sale there. For comparison, Montgomery County has had four annual sales. This sale had 63 percent of the calves selling for \$35 per hundred or more, with only 12 percent of the calves selling for \$40 and above.

Missouri feeder calf sales are a medium through which college and extension service personnel can be of service to cattle producers by passing on information in management, selection, feeding and pasture, and marketing. As Director J. W. Burch of the Missouri Agricultural Extension Service has said, "We don't look on them as just a way to sell cattle. We look on these sales as a demonstration, and will work with them as long as they are improving the quality of their calves through using better bulls, better pasture management, and selection."

Vegetable Marketing Demonstration

(Continued from page 198)

ducers in the area have catered to the desires of special buyers that pack a uniform product. Their experience indicated that others might profit by this, too. It seemed possible that more quality-conscious buyers could be attracted if a standard product were available in volume all season.

A group of 25 growers agreed to cooperate in a marketing demonstration, using a standard half-bushel container and packing a standard grade of tomatoes during the 1953 marketing season. After individual conferences with numerous buyers the committee decided to pack tomatoes to the grade U. S. No. 1. Under the plan as developed by the regional extension committee, county

agents instructed producers in grading and packing. An inspector from the regional market checked to insure that each packed to the grade specifications. Marketing specialists from the College of Agriculture at Cornell obtained price and grade information from cooperating producers and others in order to evaluate the results.

The committee prepared an attractive red and blue label that was used to help buyers identify the standard pack. The new pack of tomatoes was publicized in publications of the produce trade, by posters on the market, post cards sent to buyers, stuffers in baskets of tomatoes, and personal contact with buyers. A few producers started the ball rolling by packing the standard grade and using the label in late July when tomatoes sold for \$5 to \$6 a basket. Thereafter for 2 months the "capital district" label was steadily on the market.

The highest profit level of any product is determined by the price for each grade packed and the proportion of the crop in each grade. The new grading and packing standards would be considered successful only if the cooperating growers received greater net returns.

The summer of 1953 was not an ideal time to test the idea. The peculiar combination of growing conditions brought a greater than usual proportion of the crop with grade defects. The cooperating farmers were reluctant to increase the number of baskets of No. 2's in order to pack a standard grade of No. 1's, but most of them agreed to give it a trial.

The results? No farmer who started to cooperate, packing U. S. No. 1 tomatoes, stopped before his tomatoes were gone. The pack, meeting a ready acceptance among buyers, sold for a substantial premium all season. The cooperating farmers benefited from the experience both in dollars and in understanding of good marketing. Never before in the area were so many vegetable farmers talking and thinking about marketing practices. County agents and extension specialists obtained firsthand experience emphasizing the need to produce a good

product if a good product is to be marketed, of the tremendous economic waste in the production of low grade products. The 3-peck basket practically disappeared as a tomato package. No new venture is ever a complete success. There is plenty left to be done in the "capital district," but a good start has been made.

The vegetable producers and extension agents of the "capital district," evaluating the results of the last season, recognize the result-demonstration as a valuable tool for progress in marketing. As they make their plans for the year ahead they see real opportunities for improved marketing and further development of an old extension tool.

Hints for Salt Lake Consumers

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stant revision. There are now about 1,200 names on the list.

When this food information sheet was offered on a recent television show, 60 written requests to be put on the mailing list were received within a 2-day period following the telecast.

The latest activity is a 15-minute television program each Wednesday afternoon at 12:30 p.m. Like the radio broadcast, the television work was also begun through regular monthly guest appearances on an established station-sponsored live program. After about eight consecutive guest appearances I requested and was assigned a 15-minute public service spot. The program consists of demonstrations and visual interviews with food wholesalers and retailers, meat cutters, dairymen, extension agents and specialists, 4-H Club members, and representatives of national companies dealing with foods who might be in the city and who will present informational programs free of advertising.

The television program is called **MARKETING HINTS** with Beatrice Tanielian, Extension Service, Utah State Agricultural College, and is now about 6 months old.

Broiler Auction Meets a Need

W. T. McALLISTER, Marketing Specialist, Delaware

FORTY-EIGHT million broilers, about half of those grown on the Delmarva Peninsula, were sold at the Eastern Shore Poultry Growers Exchange, Selbyville, Del., during its first year of operation. The exchange, now in its second year, has been termed the best and most businesslike way of buying and selling poultry that the industry has seen.

To help the auction get under way, J. Frank Gordy, extension poultry specialist, was lent by the University of Delaware to act as auction manager during the first 2 months. Gordy continues as adviser and meets with the board of directors at their regular meetings. The auction is organized as a nonprofit corporation under the laws of Delaware.

Started in June 1952, the broiler auction wasn't the brain child of some one industry leader. For several years many leaders among the producers had discussed ways of strengthening their position as sellers. Several plans were suggested but none seemed to "click" until the present auction was proposed.

The Eastern Shore Poultry Growers Exchange was a somewhat new approach. The directors, all successful broiler growers or businessmen, understood the weaknesses of existing methods of selling. They decided that an auction where buyers and sellers could get together in a common meeting place to buy and sell broilers in a businesslike, "out in the open" manner was a real need of their industry. That is just what the auction does.

Here is how it operates. A grower wishing to sell through the Eastern Shore Poultry Growers Exchange calls the exchange office and lists his flock for sale. Flocks listed before 11 a.m. today make up

the sale for tomorrow. A list of tomorrow's sales is made available to buyers as soon as the listing closes. The list includes the grower's name, a brief description of the flock, and where it is located. This gives buyers about 24 hours to visit the farms of the growers and examine and evaluate the flocks to be sold the next day starting at 2 p.m.

Sales are held Monday through Friday of each week. A charge of \$1 per thousand is made for listing the flock even though the grower may withdraw the flock later or decide not to sell at the auction price. The grower always has the right to the final bid.

Each sale is confirmed by buyer and seller signing a sales contract. Buyers at the auction must be approved by a credit committee of the ESPGE and hold a license to pur-

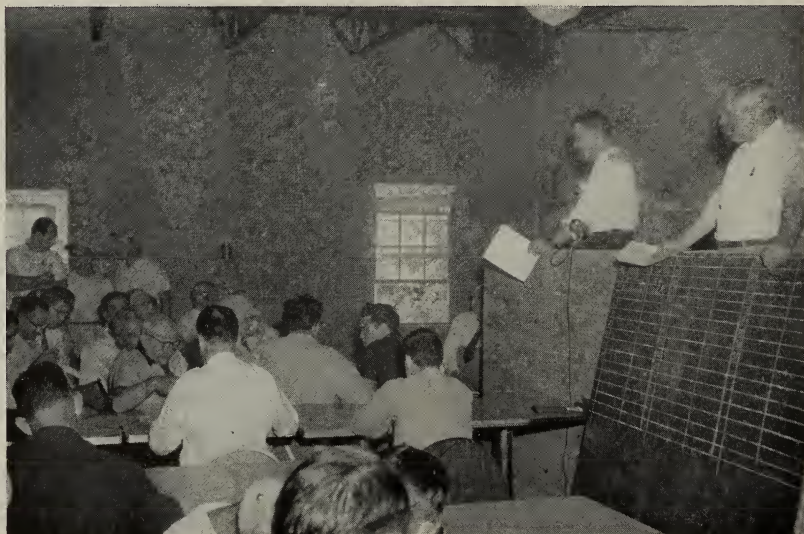
chase poultry in Delaware. At the present time there are 20 approved buyers. In order to encourage immediate payment for poultry, the credit committee has developed a plan where buyers can deduct $\frac{1}{8}$ cent a pound for poultry paid for within 24 hours of the time it leaves the farm.

The auction had a net income the first year of \$15,000 which was invested in a permanent office and equipment. While the board of directors serves without pay, there are a full-time manager, assistant manager, and two secretaries.

The ESPGE provides an organization representing industry interest that can develop a program to improve the poultry industry in general.

Extension workers who may be considering the need for a similar auction in their areas should study these questions before helping to organize an auction.

1. Is there sufficient volume?
2. Are there enough buyers and will they buy through an auction?
3. Is the area small and closely knit together by a common interest in the broiler industry?
4. Who owns the birds now—processors, growers, feed dealers?
5. Can the proposed auction operate as an efficient business unit?



An auction in progress at the Eastern Shore Poultry Growers Exchange. Bulletin board lists price of last flock sold. Buyers are seated in front of auctioneer, Harry S. Dukes, Jr., (right background). Growers are shown in the foreground in front of Irvin Hudson, first president of the ESPGE.

The New Look in Sewing Machines

MARY ALICE CROSSON, Assistant Extension Editor, Indiana

REGIONAL sewing machine workshops help to bring the latest information to Indiana home demonstration agents.

In grandmother's day all sewing machines were more or less alike in that they did straight sewing, and special stitching only with attachments. Improvements have been made on all types of sewing machines. There are some on the market which have higher speeds and more delicate controls so they may be started and stopped more quickly. The new special features are giving for homemakers a wider choice when shopping for a sewing machine. Hoosier homemakers have been requesting information from home demonstration agents about some of these features on various makes of machines. In fact, there

were so many requests from homemakers for this type of information that the home demonstration agents asked Frieda C. Stoll and Mrs. Lottie E. Sumner, extension clothing specialists at Purdue University, for a conference to help answer these questions.

Four 1-day regional meetings were planned so that the home agents would not have to travel a great distance to get this information. Eleven sewing machines, both portable and cabinet types, were lent. Four of these were straight-sewing machines and seven were of the zigzag types.

The home agents had an opportunity to try the different machines and make comparisons after they had studied and discussed the instruction books. The zigzag ma-

chines had more features which were unfamiliar to the home agents.

During the last period of each day, the home agents discussed the characteristics of the machines. They compared prices of different models, variations in use of zigzag controls, use of attachments, location of lights, ease of operation, and operating controls. They stated their reactions to the different designs of machines and to colors and finishes. They commented on the entirely new appearance, the open-arm feature of some machines, and the lighter weight of some portables.

During the discussion, they brought out the fact that in addition to doing standard straight-sewing and reverse stitching, many sewing machines today can do dozens of types of construction features with a flick of a lever, the twist of a knob or the set of a dial, with the homemaker holding the work as usual.

The HDA's also discussed the kind of sewing homemakers are doing and the type of machine which would meet their needs after the novelty of some of the new features had worn off. They also brought out the importance of knowing what service would be available in their communities to keep the sewing machines in good working order.



Frieda C. Stoll (left) and Mrs. Lottie E. Sumner, clothing specialists, pack the portable sewing machines to take to regional sewing machine workshops. Four 1-day meetings were planned so that no agent would have to travel far to get the information.



(Left to right standing) Mildred Campbell, Hancock County; Ruth Smith, Wayne County; Laura Ann Wolfe, Parke County; (seated) Marjorie Behle, Newton County, and Miss Stoll.

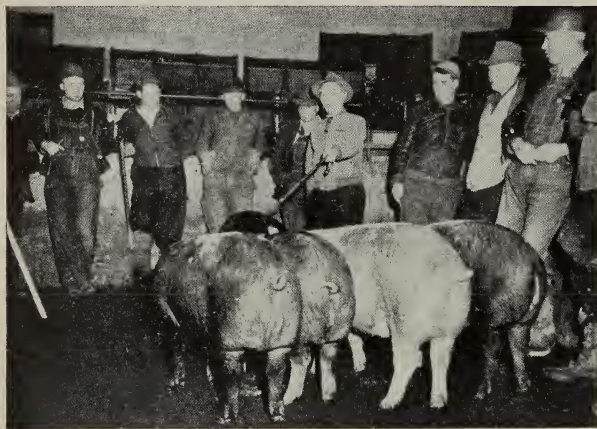
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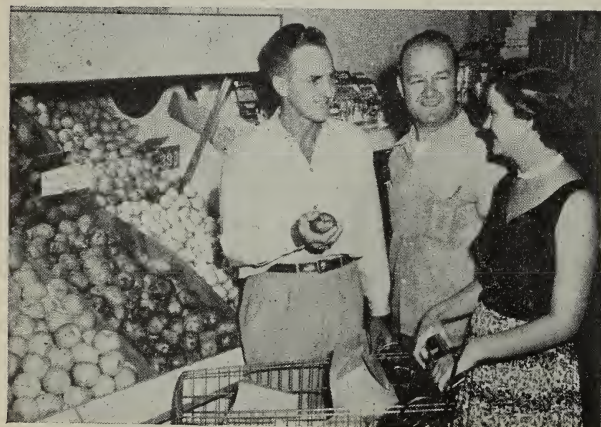
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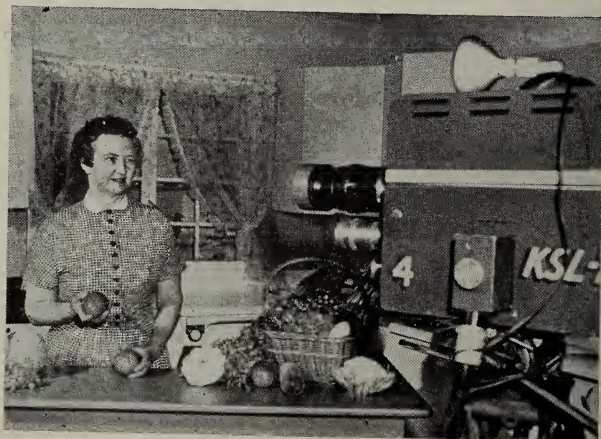


Better Marketing

Starts with the producer when a more marketable product leaves the farm. Half of the consumer's dollar goes to marketing services.



—continues with education and co-operation with handlers for efficiency in marketing beyond the farm. This is where most of the costs and services are involved.



—ends with consumer understanding of production and marketing costs, and with better selection, care, and use of farm products.